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CENTRAL CALIFORNIA COASTAL

Fuchsias

1948



STORM KING

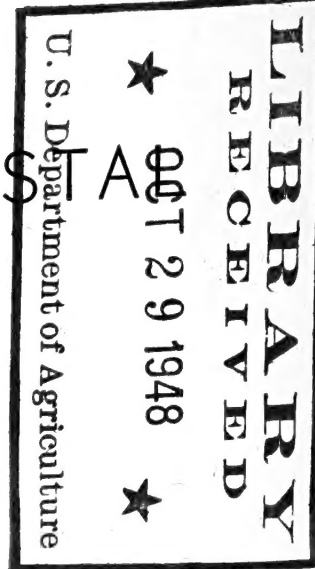
JOE PLUMMER

Member Both American and California Fuchsia Societies

115 Chorro St.

San Luis Obispo, California

Entrance on Murray Ave. between Chorro and Broad



FUCHSIAS



We maintain growing plants of all our Fuchsias for display purposes and our shade garden is in full color from May till late in the fall. Our Fuchsias are in full bloom about mid-July at which time we hold a Fuchsia show open to the public.

We are growing about 150 varieties, most all of which are the newest introductions. We, as well as you, still favor some of the older ones too because, in their class, they are still tops.



CULTURE

Fuchsias are shade loving and require cool spots—northern and eastern exposures are best. They thrive in almost any soil but like it slightly on the acid side. They will give lots of pleasure with minimum care. They will not stand outside temperatures of below 20 degrees Fahrenheit.



SALES TAX

All orders in California add 2½% sales tax—orders from 15c to 59c add 1c; 60c to 99c add 2c tax; \$1.00 to \$1.39 add 3c tax; \$1.40 to \$1.79 add 4c tax; and for each 40c additional 1c tax. Orders shipped outside California not subject to this tax.



SHIPPING

In accordance with the general policy in the nursery trade, all orders will be shipped F.O.B. San Luis Obispo. To avoid week-end delay orders will be shipped on the Monday following receipt. We are not responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT SHOULD BE FILED WITH THE CARRIER ON DELIVERY. No charge for packing or crating.



Prices quoted are on well grown, bushy plants from 2½ inch pots. We do generally have well-grown plants from 6 inch pots in bud or bloom ranging in price from \$1.00 to \$2.00 according to variety and size—may be shipped safely anywhere.



Since we issue a catalogue only on Fuchsias and a few Geraniums and Pelargoniums, but carry a general line of nursery stock, we welcome your inquiries regarding other items—always glad to serve you.

NEW VARIETIES FOR 1948

We are very pleased to offer the following twelve new varieties of Fuchsias for the season of 1948. We have seen many of these in bloom and are sure that they will satisfy the most rabid Fuchsia fan. These colors have been matched to the R.H.S. horticultural color chart.

Prices range from 2½ inch pots, well grown plants \$1.00 each; 6 plants for \$5.00.

VALENTINE (Victor Reiter, Jr.). This is a large semi-double of a new form and coloring. It is notable because of its very long tube and huge widespreading sepals. The tube and sepals are white slightly flushed rose and the inner surface of the sumptuous sepals is of an iridescent granular quality. The semi-double spreading corolla is of an iridescent granular quality. The semi-double spreading corolla is of the deepest the deepest Imperial Purple (33/-) fading to white at the base of each petal. As the flowers mature they fade to deep Cyclamen Purple (30/-). Growth is strong and loose and the plant is free-blooming for flowers of such size. A glorified Nonpareil with extraordinary sepals and huge size. It should be tested as a hanging variety.

GULLIVER (Victor Reiter, Jr.). A large white-tubed single with dark Tyrian Rose petals. This plant is named for the breeder who obtained the first white tube and sepalled fuchsia, Venus-Victrix, in 1840. The tube and sepals are waxy white and the dark Tyrian Rose petals are full and overlap well. If anything, the plant is too free-blooming and it should be started early in the season. Best treated as a small bush.

SEA FOAM (Victor Reiter, Jr.). A beautiful small bush with medium sized crispy flowers of semi-double petalage and upspread sepals. The tube and sepals are white and sometimes flushed pale rose and the petals are marbled dark petunia purple (32/-) and white tinted rose in the manner observable on receding ocean waves. The flower is of a crisp, prim character which makes it desirable for those who scrutinize their flowers closely. A flower of jewel quality. Should have shade.

IRISH ROSE (Victor Reiter, Jr.). An entirely new coloring in fuchsia. A logical sequence to the development of the white fuchsia, this variety represents the first new break resulting from the exploitation of the all whites. The medium sized flowers are fully double with pale chartreuse tube and sepals and with petalage of the tenderest rose. The perfectly proportioned pale rose and light chartreuse double flower and the light green foliage presents the most delicate coloring in all of fuchsia. There is no other fuchsia like it nor is there anything approaching its delicacy of color. Like the all whites, it must be grown under cool conditions.

MANTILLA (Victor Reiter, Jr.). A sensational new trailer which should grow to perfection in Southern California. For years we have tried to develop an *F. triphylla* trailer and in 1946 we presented a fairly good variety, the 25% *F. triphylla* hybrid, Trumpeter. This year we have finally created a 50% *F. triphylla* hybrid which is a perfect trailer. With soft willowy branching growth and beautifully shingled with bronzy foliage, Mantilla covers itself with long flowers of pure deep Carmine (21/-). The flowers have the longest tubes we have ever seen, some having measured better than three and a half inches in length. The petals are spreading and the sepals pagoda like. The entire flower, tube sepals and petals are of the one color, deep Carmine. During the trying 1947 summer Mantilla alone seemed to revel in the heat. A breeding triumph.

PINK SHOWER (Victor Reiter, Jr.). A trailer with plenty of small branches and with small semi-double flowers of palest rose. The well-formed flowers appear with abandon on

the very leafy branching plant. Recommended for the cool garden where a well furnished hanging pot is desired in the pastel shades.

DULCINEA (Ralph Edwards). This is a red and white double of exquisite form. The red tube is quite long and the sepals are the longest we have ever seen on a red and white fuchsia. The corolla is double and of a clean, clear white coloring and although it is of good size it is dwarfed by the beautiful long sepals. Reminiscent of Suzanne Pasquier, which is one of its parents, Dulcinea tops it with its even more elegant sepals. A graceful and distinguished plant of medium vigor.

BO-PEEP (Clement Schnabel). This is a neat upright bush of medium vigor, well furnished with small leaves and smothered with dainty little flowers. The semi-double, pale orchid corolla is somewhat flaring, while the tube and well recurved sepals are white touched with a faint pink blush. A dainty addition to the popular pastel group.

ECSTASY (Tiret). An exquisitely colored pale double variety which resembles Flirtation in its delicate coloring and form but the plant is of more willowy growth and the flowers are of even finer coloring. The inner petals are of hyacinth blue and the outer ones of the same color are splashed at the base with phlox pink. The horizontally reflexed broad granular sepals are neyron rose tipped green. The large flower has more substance than Flirtation and the pale coloring is of a cleaner, brighter quality. Tops in the marbeled pastels. Should be tried as a semi-trailing variety.

SHARON (Tiret). This semi-trailing variety named for the originator's daughter is of a splendid growth and excellent foliage with large flowers in the "warm red" group. The flowers are double and well formed with a medium tube and broad reflexed sepals of palest scarlet. The petals are Rose Bengal splashed with extensions of Geranium Lake at the base. Blooms early and tolerates some sun. Garden tested.

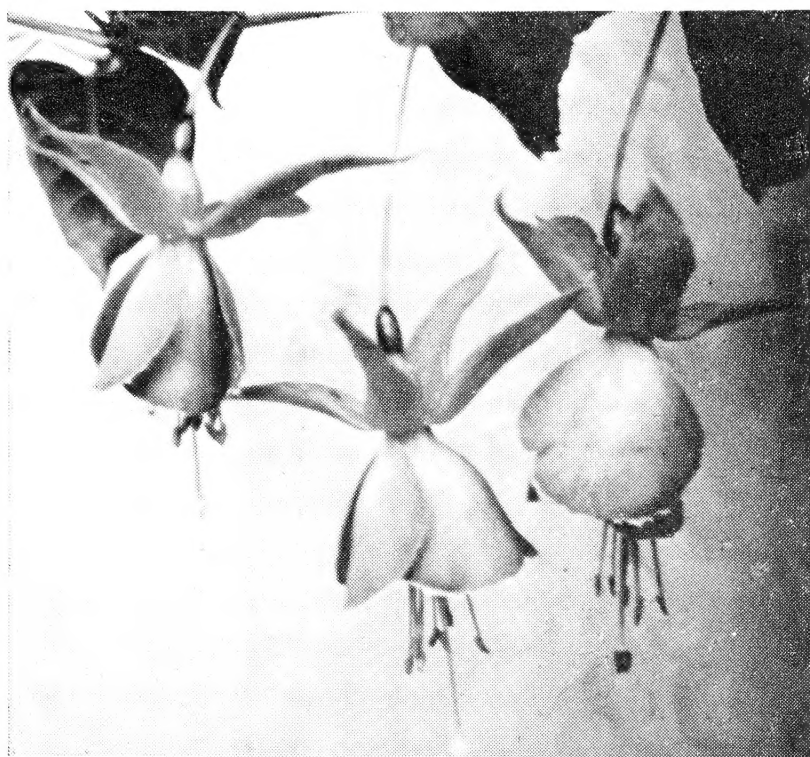
JACK SHAHAN (Tiret). A trailing variety named for a popular member of the American Fuchsia Society. This is a large single with long tube and sepals. The tube and pagoda shaped sepals are of the palest Rose Bengal and the petals of the same color are margined with a deeper shade. A strong grower with a beautiful flower which should be easy to grow.

YULETIDE (Tiret). A tall upright double red and white. This is of the giant flowered type with a large globular creamy white corolla and Crimson tube and sepals. In form and size one of the best doubles we have ever seen.

Propagation of the above introductions is restricted till September, 1948.

VISIT OUR GARDENS—We maintain specimens of all fuchsias growing in the nursery for display of bloom and a visit to our nursery during the summer will acquaint you with the possibilities of bloom. It's a sight worth seeing. You're welcome at any time.

BEST UPRIGHT VARIETIES



ANITA. Very tall giant double. Turkey red sepals and violet corolla splashed red. Very free flowering. 50c.

ANNA. The large double flowers are globular in form, the outer half of the petals is of strongest magenta, while the base of petals, the sepals and tube are intense carmine. Very vigorous, with rich foliage and fine habit. Very free blooming and producing beautifully formed flowers. Dry air tolerant and therefore recommended even for the hotter fuchsia growing sections. 50c.

ANNA ROTH. Large double flowered, sepals a dark wine red. Strong upright grower. 35c.

AURORA SUPERBA. Sepals and tube of light orange peach. Profuse bloomer and good grower. 35c.

AVE MARIA (Reiter). One of the finest of the close-to-all-white fuchsias, double, medium bushy grower. 50c.

AVIATOR. Strong upright grower. Flowers large, single, sepals red, twisted; corolla long, white. 35c.

BEAUTY OF EXETER. Very soft rose corolla lightly suffused violet; long pointed reflex sepals of light rose. Tube white shaded pink. 35c.

BLUE DANCING DOLL. Small flowered plant; corolla rose pink, sepals sky blue. Very compact and attractive blossom. 35c.

BLUE GOWN. Large double, deep blue-purple corolla and red sepals. 35c.

CALIFORNIA. Tall, vigorous grower with good-sized flowers of bright orange and sepals of coral pink. A fine one for growing into tree form. 35c.

CARDINAL. Popular since 1938. Medium green foliage, tall grower, Flowers very large, single; sepals and corolla scarlet red. 35c.

CATALINA. Tall, vigorous grower; large dark green foliage; flowers enormously large, double; sepals rich crimson, corolla snowy white. 35c.

CHANG. Single corolla brilliant orange; shiny tube and sepals flesh, flushed red

outside, tip pale green. Strong upright grower. Medium sized flowers in profusion. Stands some sun. 35c.

CHRYSANTHEA. May be used either as a basket type or upright. Large, double loose flowers; sepals red, corolla purple. 35c.

CIGARETTE. Small bushy habit. Long pink corolla tipped gray. Fine novelty. 35c.

CONSTANCE. Double blue shaded pink corolla and soft pink petals. Very free blooming and a good upright grower. Very satisfactory. 35c.

DESERT ROSE. One of the best, with corolla of pale rose shading to deeper rose on edge of petals. 50c.

DAMSON. Double deep blue-purple corolla and red sepals. 35c.

DIAWILLIS. Single corolla orchid lilac, short tube and outside base of broad sepals red, tipped green; inside sepals pink. Tall upright. One of Neiderholzer's best for 1947. 50c.

DISPLAY. Saucer shaped corolla with broad petals of deep pink set upon deep clear pink petals. Strong grower, free flowering, stands considerable sun. 35c.

ELECTRA. Large double, sepals red; corolla palest pink, almost white veined rose. 35c.

ELSA. Rosy purple corolla and tube, sepals waxy white flushed rose pink. 35c.

FANFARE. Very large trumpet-shaped flowers with an amazingly rich coloring. Exceptional vigor and fine foliage. The long narrow tube and sharply pointed sepals are of a varnished turkey red. The large flaring corolla is of pure scarlet. Makes a fine showing almost the year round. 35c.

FLIRTATION. Tube and long reflex sepals of pale rose madder with petals evenly tinted with palest petunia purple. Sport from Lucky Strike. 50c.

FORGET-ME-NOT. Strong, upright, bushy grower; flowers medium, single; tube and sepals pale pink, corolla pale blue. 35c.

FORMOSISSIMA. Upright, bushy grower; flowers medium single; tube and sepals creamy white, corolla soft rose. 35c.

FRITZ KREISLER. Good grower. Flowers medium size, single to semi-double; sepals crimson, corolla Rhodamine purple. 35c.

FROSTY. Large single. Long white corolla, with red lines; tube and sepals dark crimson. May be grown either as upright or hanger. Similar to Aviator. 35c.

GARDENIA. Double soft pink, veined rose, upturned sepals scarlet. Strong grower with large flowers in profusion. 35c.

GAY SENORITA. Tall grower. Flowers large, single; bell shaped; short tube and pointed sepals deep rose red; corolla lilac, flushed rose with white fringe. A great favorite since 1939. 35c.

GLADIATOR. Dwarf habit with white petals flushed pink at base. 35c.

GLOIRE de MARCHI. Between Storm King and Pink Balloon. Strong upright grower. Masses of bloom—white corolla and deep pink sepals. 35c.

GYPSY QUEEN. One of the finest and showiest of all fuchsias. Giant double flowers of rich rosy lavender, with sepals bright red. A tall, vigorous plant. Highly recommended. 35c.

HARLEQUIN. Unusual with rose red sepals—long, slender, curled and twisted (pin wheel) with corolla of madder violet much striped with rose red, base of petals rose red. 35c.

HEAVENLY BLUE. Upright, large single, pale pink, long, narrow sepals rolled up, corolla pale blue. 35c.

HENRI POINCAIRE. Large single flowers with long violet-blue corolla and bright red sepals. Very fine. 50c.

HOLLYDALE. Sport of Winston Churchill. The corolla is clear magenta but is same free branching and profuse blooming habit as Churchill. 50c.

LAVENDER BEAUTY. Semi-double mauve lavender, rose sepals, bushy growth. Free bloomer. 35c.

LORD BYRON. Single, dark purple sepals streaked red; short corolla dark red. Profuse bloomer and quite unusual. 35c.

LUCKY STRIKE. Bush type, fast grower; flowers large, semi-double; sepals light ivory pink, darker on inside; corolla, inside petals solid bluish purple; outer petals pink, purple markings. 50c.

MACROSTEMMA ALBA. Tall upright growing variety with small leaves and small blooms of almost pure white in both corolla and sepals. It has the faintest lilac flush to the flower. 35c.

MARIONETTE. One of the most charming and by far the best double "white" yet introduced. Delicately lovely double flowers have pure white powder-puff corolla; tube and waxy sepals are of palest pink, with a fine line of brilliant magenta edge on the sepals. A vigorous, free flowering plant, highly recommended. 50c.

MELODY. New and already popular because of its fine growth and charming new coloring. Flowers are large, single, perfectly shaped, in pastel tones of pale cyclamen purple with prettily recurved sepals of soft rose pink. 35c.

MOLESWORTH. Full double snowy white. Scarlet sepals. Very popular. 50c.

MONA LISA. Single, corolla orchid, short tube and outside of sepals white, flushed bluish, inside of sepals soft pink. Low, bushy type grower, medium size flowers. Very good for pots. 35c.

NEW FASCINATION. Double soft pink, veined rose, upturned sepals scarlet. Strong upright grower, with large flowers in great profusion. 35c.

NONPAREIL. Very large; showy, semi-double flowers of rosy violet blue with sepals of ivory, are freely produced. May be used as either upright or basket type. Very hardy. 35c.

OTTO. Single corolla blue-violet. Broad sepals scarlet and crimson. Large flowers freely produced on strong upright grower. Very highly recommended. 35c.

PACIFICA. Large spreading plant with stiff brittle branches; flowers semi-double, medium sized; sepals crimson, slightly twisted; corolla orchid-purple, lighter at base and darker on edges, with fine crimson lines. 35c.

- PACIFIC GROVE.** Large double. Corolla bishop violet with smaller outside petals of pale crimson merging with the dark crimson upright sepals. Tall, strong upright grower. One of the first three by Neiderholzer in 1947. 50c.
- PAN AMERICA.** Flowers very large, very double, sepals red, corolla pale pink—upright; very popular. 35c.
- PASTEL.** Single orchid, sepals light pink. Masses of pastel flowers—very good. 35c.
- PATTY EVANS.** New and beautiful double, with snowy white corolla and very long white sepals, tinted soft pink on the reverse side. 35c.
- PEBBLE BEACH.** Large single corolla dark solferino purple; white tube and upturned sepals of pale rose madder. Strong grower, may be used as a hanger. New by Neiderholzer in 1947. 50c.
- PHENOMENAL.** Large rich plum purple corolla streaked carmine, reflexed scarlet sepals. 35c.
- PINK PERFECTION.** Double corolla pale pink, upright sepals dark pink. Medium sized plant. Growers claim popular favor for this one. 75c.
- PINOCHIO.** Small leaves, small flowers of dark purple shading to a nice pastel as the flowers grow older. Red corolla—short tube. A nice novelty. 35c.
- PLEROMENT.** Tall upright grower with sepals of turkey red rolling up and single sepals of very dark violet. 35c.
- POWDER BLUE.** Medium sized semi-double, corolla palest lavender blue; light pink recurved sepals. Medium tall upright, likes shade. One of the best in pastels. 50c.
- PRIDE OF ORION.** Large loosely arranged white petals veined crimson and scarlet. Long pointed reflexed sepals brilliant scarlet—upright. 35c.
- RADIANCE.** This variety is of the long globular semi-double group and is notable for its apricot shadings. Crimson waxy tube; crimson sepals are long and gracefully recurved. The outer petals are crimson with the body of large petals Tyrian rose and crimson at base. One of the finest 1946 introductions. 50c.
- REITER'S GIANT.** Flowers of immense size, often 3 inches across. The long double corolla is petunia purple and the broad thick sepals are deep crimson. Vigorous plant and our choice for rich coloring in the uprights. 50c.
- ROSETTE.** Double short "rose bud" corolla of dark rhodamine purple. Upright sepals dark rose madder. Medium grower. Introduced in 1947 and destined to be popular. 50c.
- RUBEO.** 1947 introduction, double corolla rose to carmine and geranium lake, sepals pale carmine. Large flowers of very good color. 50c.
- SACRAMENTO.** Self colored single of light carmine. Inflated tube is waxy and the gracefully recurved sepals are of exceptional fine quality, petals long and straight with margin of deeper carmine. Very popular. 35c.
- SANTA MONICA.** Very large double flowers, bright red sepals, white petals changing to pink and veined cerise. 35c.
- SOUVENIR de HEINRICH HENKLE.** Long tube and sepals of deep pink, short orange pink corolla, reddish foliage. Dwarf habit. 35c.
- STARGAZER.** Single—corolla near white to rosy purple. Short tube and sepals flesh pink. Flowers held upright. Masses of flowers, stands warm dry air. Ideal for that spot where nothing seems to fit in. 35c.
- STORM KING.** Elongated and inflated bud of bright scarlet tube and sepals, corolla waxy white with crimson veins. Very showy. 35c.
- SUNBURST.** Introduced in 1946. Semi-double corolla "orange-crimson"; tube and broad horizontal sepals near-white to pale carmine. Medium sized flowers produced freely. Welcome in any garden. 35c.
- SURPRISE.** Short tube; corolla pale hyacinth, sepals bright red. Small blooms, small leaves. Truly a surprise. 35c.
- SUNSET.** Single wide open corolla salmon shaded with orange; short tube and sepals salmon. Very strong, bushy grower, stands some sun. Beautiful. 35c.
- SWANLEY YELLOW.** Extra long tube and sepals of light apricot and deep orange pink corolla. 35c.
- SYMPHONY.** Single, pale orchid pink with white sepals shaded pink. Very attractive—upright. 35c.
- TITANIC.** Super giant double. Short carmine tube and thick recurved carmine sepals; heavily petaled corolla range from carmine at their base to deep petunia purple toward the edge. Almost a must for every garden. 50c.

TRIUMPHANT. Introduced in 1946. Single to semi-double spreading corolla of amethyst violet, upturned sepals red. Tall strong grower, free flowering. Good even in the warmer section. Excellent. 35c.

TREASURE. Also introduced in 1946. Spreading double corolla of soft lilac, blue undertone (orchid lilac). Recurved sepals are pink. Fine bushy grower; especially good for a cool shaded spot. Would please you. 50c.

TRUMPETER. Triphylla hybrid. Has a short single corolla of bright orange red; long thick tube and sepals pink to geranium lake. Trumpeter likes sun—good grower, too. 50c.

VICENTE de INDIE. Enormous violet purple corolla, suffused carmine, carmine sepals. One of the best. 35c.

WHITEMOST. Upright, strong grower; flowers single, large; sepals faintly pink; corolla pure white. 50c.

WINSTON CHURCHILL. Strong grower; flowers large, double; sepals rose pink; corolla magenta pink shaded with blue. Free blooming, upright. 35c.

WONDER BLUE. Fine upright growth with light pink sepals and very double perfectly formed corolla of real blue. A very good one—1946 introduction. 75c.

WOOD VIOLET. Very double. Short tube and very broad half upturned sepals of dark red and spreading corolla of most alluring violet blue. Free bloomer—upright. 50c.



THE BEST VARIETIES OF THE HANGING TYPE FUCHSIA



AMERICA. Single orange red corolla with long sharp pointed sepals, deep rose pink on outside, bright rose red on inside, greenish white tips. Long thin tube, flesh tinted rose pink. 50c.

AUTUMNALE. Highly colored foliage of bronze and orange, flowers scarlet sepals and purple corolla. 50c.

BEAUTY OF TROWBRIDGE. Single corolla deep rose pink, long tube and sepals waxy white. One of the nicest hangers. 50c.

BUBBLE HANGER. Introduced in 1946. Single corolla, flesh at base, deepening to rose; tube and broad sepals light apricot pink. Good grower, fine foliage, interest-

ing flowers. Does well in warmer sections. 35c.

BUTTERFLY. Single, spreading corolla rose bengal to crimson; tube and upturned long narrow sepals bright red. Performs well in a shaded location in the warmer sections. Feed heavily—tops among the basket type. 50c.

CASCADE. Single corolla deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage; large flowers. Popular everywhere. 35c.

CLARET CUP. A large single with a corolla of rose bengal edged deep magenta. The large recurved sepals are pale carmine. A striking plant giving a clear strong color. 35c.

SEVENTEEN. 1947 introduction. Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade—free blooming. Victor Reiter's 1947 masterpiece—one of the finest fuchsias ever introduced. Has to be seen to be appreciated. 50c.

CRESCENDO. Flowers medium double; sepals turkey red; outer third of corolla peony purple; margin and lower two-thirds turkey red. Very satisfactory. 50c.

FALLING STARS. Strong, weeping growth. Flowers single, medium; tube and sepals scarlet and pleated; corolla turkey red. 50c.

HALLOWEEN. Very large single flower with deep rose single corolla and very lightly flushed pink sepals. A good mate for Cascade. 50c.

INCA MAIDEN. Single to semi-double corolla violet blue, tube and long, narrow reflexed sepals rose pink. Strong, trailing stems; good foliage and noted for constant bloom. A hardy variety with medium sized flowers, recommended for that difficult fuchsia climate. 35c.

JOAN OF ARC. 1947 introduction. Double white, taller, looser growth, and flower considered better than Ave Maria. 50c.

MARINKA. (Red Cup). Almost a self color with rosy scarlet corolla and crimson sepals. Very hardy and a showy one too. 35c.

MRS. VICTOR REITER. A long tubed single bi-color, corolla a pure crimson fading to white at base. Slender sepals and long tube of creamy white. 50c.

MURIEL. Perhaps our most showy basket type fuchsia, because of its amazing freedom of bloom and pleasing colors. Excellent in the garden too if given right support. Single, corolla rosy lilac, sepals red. Very long petals, long reflex sepals. 50c.

PINK BALLOON. Generally classed as upright, but because of its drooping habit we like it as a basket. Flowers large,

loosely shaped. Tube and sepals dark red; corolla white veined pink. Very satisfactory. 35c.

QUEEN ELIZABETH. Holly-leaved foliage; flowers large, single; sepals coral red, reflexed; corolla rosy lilac. 50c.

RED SPIDER. Similar to Butterfly, but corolla has a more rosy violet blue. Fine trailing growth with medium sized leaves. Produces masses of large flowers notable for their long spreading sepals. Stands some sun. 35c.

SAN FRANCISCO. Strong, arching branches; flowers long, single; tube and sepals carmine rose; corolla geranium lake. 6 years old and still popular. 50c.

SAN MATEO. Very large fine flowering double, one of the best for hanging pots. Sepals are pink, corolla of darkest Victoria violet with fuchsia pink splashes. This one will surprise you. 50c.

TERRA COTTA. Single—corolla a distinctive shade of deep red; tube and outside of upturned sepals bright red, inside of peculiarly pointed sepals "terra cotta" red. Will stand considerable dryness. 50c.

THE DOCTOR. Single corolla deep salmon pink, long tube and sepals light salmon. Vigorous, large flowers, free flowering. A fine one. 50c.

UTOPIA. Fast grower; flowers very large, single, perfectly shaped; sepals brilliant crimson, rolled up; corolla dark Tyrian rose, exceptionally long. 50c.

VICTORY. Large flowers, long, semi-double; sepals long, recurved carmine; corolla globular, long, of a solid rose madder. One of the finest basket type. 50c.

SPECIAL OFFER

To acquaint you with the high quality of our Fuchsias, we offer—
6 plants from 2½" pots, our selection, for \$2.00
Postpaid west of the Rockies.

LADY WASHINGTON GERANIUMS



Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums, botanically *Pelargonium domesticum* varieties.

We are giving the originator's description of the four new varieties of Lady Washington Geraniums offered for the first time this season. Climatic conditions, exposure to too much sun and other factors have a great bearing on size and coloring of Lady Washingtons. The same rule applies to trailing and garden geraniums as well as Fuchsias.

We have found in our experience that partial shade does much to improve the lustre of bloom on Pelargoniums and Fuchsias.

Too much watering has ruined more fine Pelargoniums than having them too dry most of the time.

We are glad to offer these four new Lady Washington Geraniums for this 1948 season.

ALICE EASTWOOD (Schmidt). Resembles Faiss Triumph in form and color. Beautiful soft rosy pink, lower petals with two short dark stripes at the base, top petals slightly deeper colored and veined from base to the medium-sized deep velvety red spot in petal center. All petals heavily waved. Medium bushy growth, good foliage, free flowering. Features large umbels of large flowers.

PRAIRIE FIRE (Schmidt). Resembles Prince Charming in flower form. Soft pink, lower petals conspicuously veined deep brown and flushed salmon-orange; top petals heavily veined, overlaid with deep velvety brown-black center, flushed and surrounded orange-salmon to the pink border. Medium tall grower, free flowering, large flowers. Remarkable for its "flame-like" coloring.

MINIMUM RETAIL PRICES for these two varieties for the full year of 1948: 2½" pots, \$1.00 each; plants in 4" pots, \$1.50 each.

JUNGLE NIGHT (Brown). Reddish buds darken to black and open to large flowers of deepest maroon, overlaid velvety black, with a medium large velvety black petal center. Petals waved and curled. Strong upright grower, large light green leaves, three to five flowers per umbel, long blooming season. There is much deep wine or burgundy red towards the petal borders of the fully expanded flower. It gets very dark and large, is very rare, and has a tremendous attraction for Pelargonium fanciers.

Although a few were sold at retail by the originator in 1946, and just a few at \$5.00 each in 1947, it is still practically unobtainable anywhere. With the originator's O. K. we are offering Jungle Night with the understanding that the retail price for 1948 is kept at a minimum of \$2.00 each in 2½" pots. A few at \$5.00 each in 6" pots.

We will offer this new "Black" Novelty for 1948.

RED VELVET (Brown). Black buds open to flowers of deep wine red, overlaid velvety black, veined black from base to the large velvety-black blotch in petal center. All petals waved, redder than Jungle Night, a better shaped flower. Good grower, free blooming. Many Pelargonium fans like Red Velvet because the redder color gives it a livelier appearance. Be sure to try Red Velvet. Very scarce.

The MINIMUM RETAIL PRICE for Red Velvet for the full year of 1948 has been established at \$1.50 each.

We offer this general list of Lady Washington Geraniums, many introduced only last year. Well grown plants. Larger sizes in stock at all times at the nursery.

AZALEA. Red, faintly flushed salmon, dark blotches on upper petals. Buds bright red. Good grower, very large flowers with waved petals. Recommended as the best red. 50c.

CITY OF OAKLAND. Large glistening white. Two top petals veined from base to medium rose violet blotch. Low bushy growth, large umbels. Beautiful. 75c.

DUCHESS OF CORNWALL. Wine red, fine white streaks, edges white. Very hardy.

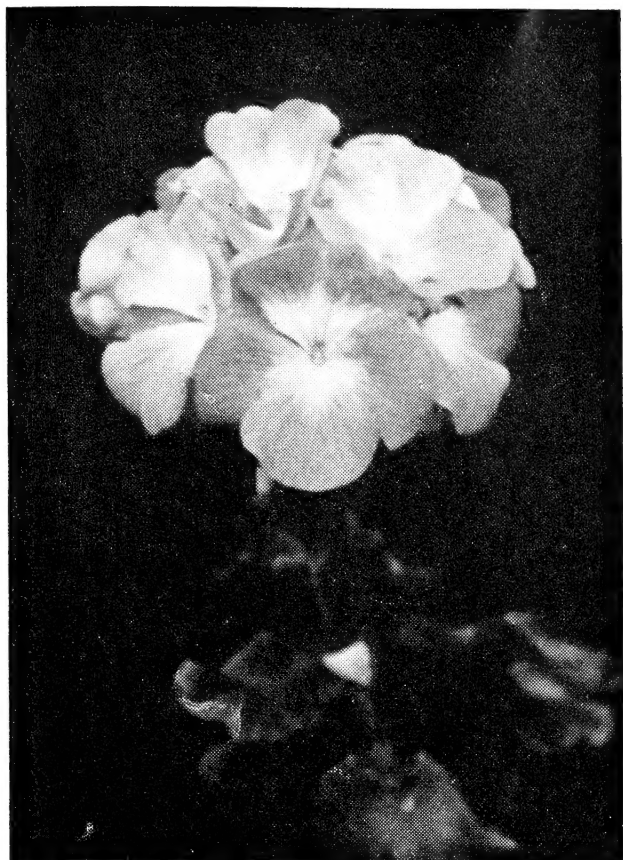
DUCHESS OF KENT. Lower petals pure white, waved; top petals white, slightly

feathered at base and with very small mark of pale mallow-purple, ruffled edges. Distinctive color pattern. 50c.

EDITH NORTH. Light pink, edges white. Profuse bloomer. An old favorite.

EMPRESS OF RUSSIA. Rose maroon, each petal with very dark center and narrow white margin. Color varies considerably. Tall grower, and although an old variety it is so different that each year the demand exceeds the supply. 50c.

FASCINATION. Light red with dark purple blotches. Free bloomer.



GAY NINETIES. Glistening white, lower petals with two or three rosy stripes from base to center. Large, round flower, all petals waved and curled. 75c.

GRACE ARMSTRONG. Large, round, ruffled white. Small mallow spot and few veins in lower part of top petals. A grand new variety. Early bloomer. 50c.

GRANDMA FISCHER. Rich deep salmon, each petal pencil blotched dark brownish-black. Each petal waved. In a class by itself for distinctive coloring.

INNOCENCE. Nearly white. Same type as Mrs. Mary Bard. 75c.

LITTLE RASCAL. Pansy Pelargonium. Pale lilac in lower petals with two or three veined deeper color. Profusion of blooms over long period—cute as can be. 75c.

In addition to the above we have a wide selection of the more popular varieties, such as: Bertha Wagner, Carmen Queen, Haille Selassie, Oriental, Santa Monica, Sensation, Professor Correns, Apple Blossom, Baby Jarrett, Salmon Queen, Salmon Springtime.

Price of any of the above 35c each, except where otherwise noted, out of 2½" pots. Write us about any variety not listed—we may have it in stock.

VARIEGATED FANCY LEAVED GERANIUMS

These, the most popular of variegated or fancy leaved Geraniums, we offer out of 2½" pots at 50c each.

Larger sizes almost always available at the nursery.

HAPPY THOUGHT. Light green leaf, with a large irregular light yellow center, surrounded by a deep olive zone. Vigorous grower.

MOUNTAIN OF SNOW. Silvery green with a pure white border. Small bright red

MARIE ROBER. Magenta purple to black. Strong upright growth, good foliage, large flowers. The most sought after variety in years. 75c.

MASQUERADE. Similar to Duchess of Kent, nearly white but more bushy grower. 75c.

MRS. LAYAL. This is the famous Pansy Pelargonium. Compact bushy growth, small leaves and medium small flowers. Blooms early, and in great profusion for a long season. A leader for pot culture.

MRS. MARY BARD. Snow white with a few mallow purple stripes near the base of petals. Rather low, bushy habit, large flowers and long season of blooms. Tops for bedding and pots. 50c.

OLYMPIC. Pure white. Petals slightly ruffled. 75c.

SPRINGTIME. Rose red, softening to orchid toward the white center, petals bordered white. Free flowering.

SUE JARRETT. Pink, shaded salmon, all petals marked with lines and a center spot, top petals almost covered with velvety dark maroon blotches. Very good variety. 50c.

VAGABOND. Deepest maroon, overlaid with an almost black velvety sheen; finest line of rosy lilac edges each petal; white at very center of flower, all petals washed rosy violet near base, reverse of petals silvery white. Long lasting, round flowers with petals overlapping in pin-wheel fashion waved and fluted. 75c.

WALTZTIME (Schmidt-1947). Beautifully ruffled cattelya-orchid, no markings in lower petals, two top petals veined deep violet from base to the small blotch of velvety violet in petal center. Strong upright grower, very free flowering, long blooming season. Because of the large ruffled flowers held well above the foliage, Waltztime proved to be our best 1947 introduction. Be sure and try it. 75c.

flowers. Considered one of the finest of the many silver leaved geraniums.

MRS. POLLOCK. Green center surrounded by irregular, wide zone of bronze, salmon red and deep green, edged by light yellow. Small single or double orange red flowers. The best of the golden tri-colored geraniums.

GARDEN GERANIUMS

The Garden Geraniums, offered out of 2½" pots—well grown—35c each. Many other varieties in stock at the nursery. Let us know your needs.

BETTER TIMES. Double, bright deep red.
Compact grower, free flowering.

CALIFORNIA BEAUTY. Double, pink with
white center. Masses of flowers.

FLAME. Single, large, bright red.

MADONNA. The best double white.

SALMON SUPREME. Semi-double, apricot-salmon. Very good.

TRAILING GERANIUMS

We offer these in four colors, pure white, pink, dark red, and lavender. Well grown, in 2½" pots, 20c each, 6 for \$1.00.

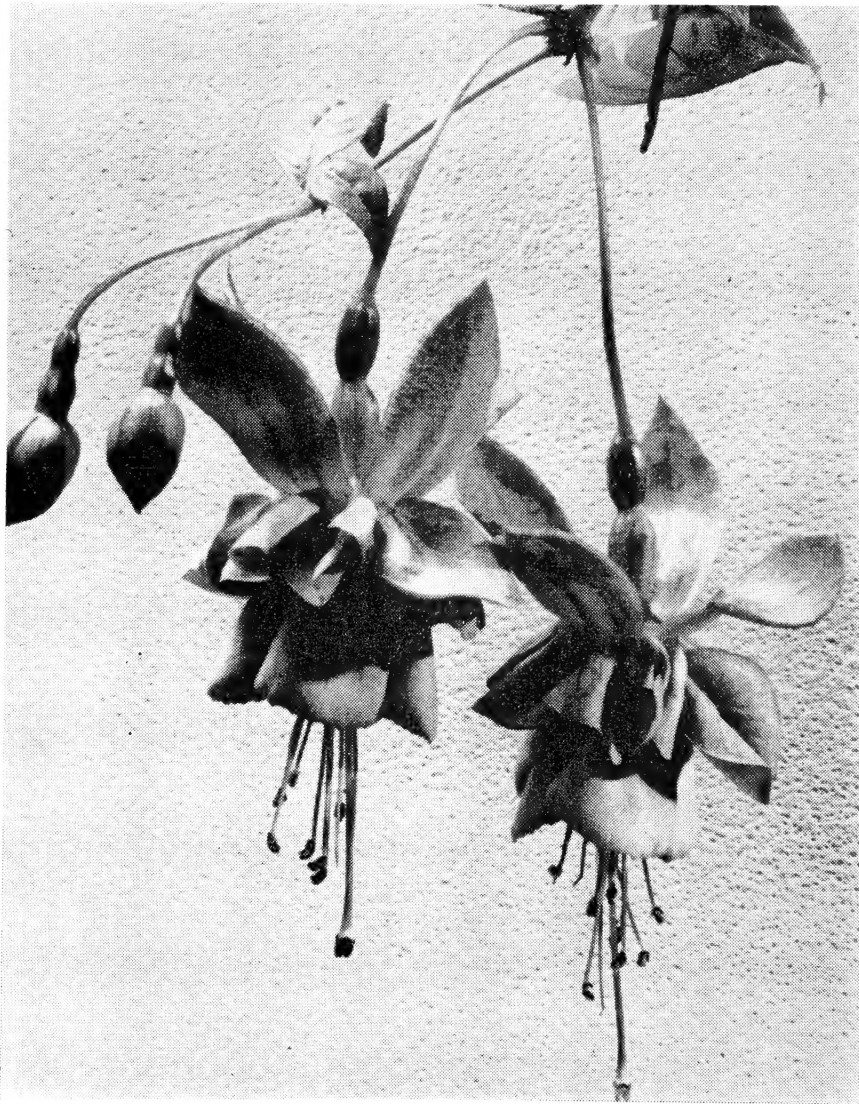
UNUSUAL GERANIUMS

Among the odd varieties is a class called Cactus-flowered. We feature the dark red Poinsettia. Out of 2½" pots, 35c each, 3 for \$1.00.

For the first time we offer a very new Poinsettia.

NOEL. Seedling originated by Mrs. Harvey L. Smith. In growth it has stronger stems, better foliage, and more branching habit than the red Poinsettia. Free blooming—even plants in small pots will bloom. Noel will be a great novelty pot-plant for some years. Be sure you are among the first to have it—your geranium-fan friends will envy you.

This one is pure white. Prices for 1948, \$1.00 each out of 2½" pots. Stock is very limited.



GYPSY QUEEN

JOE PLUMMER

115 Chorro St., San Luis Obispo, California

VISITORS ALWAYS WELCOME

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